



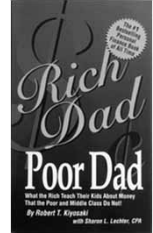
## Transitioning from Employee to Manager to Owner

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## Eye-Opener

- How can I make money doing what I love?
- Assets vs Liabilities
- Make money work for you!



## Rosy-Lane Holsteins LLC

Lloyd & Daphne Holterman  
Tim Strobel, Jordan Matthews

- 940 Cows, 860 Heifers
- 30,500# shipped 2014 per cow
  - 4.15% Fat, 3.25% Protein
- 1700 Acres for Silage
- Custom Chopping Business



## Life of a Rosy-Lane Employee

- 9AM-5PM mentality
- Task oriented with narrow focus
- Work vs. social life
- Listen and react
- “The easier you make my life, the easier I will make yours” –Lloyd Holterman



## Beginnings

- Non-Traditional dairy background
- December 18, 2002
- Part-time career
- UW-Madison
- 70+ hour work week career...



## Parlor Manager

- Time to manage people
- Friend vs. Employee
- Analyzing personalities
- Creating teams



## Game-Changer

- Concentrate on strengths
- Find people to compliment weakness'
- Change in mindset toward building teams



## Revised Training

- Language Barrier
- Listen/read, watch, do
  - Why
- Supervision until perfected
- Surprise checks
- Training takes time!



## Operation Manager-Partner

- More people...
- Refining processes to improve bottom line
- Learning "behind the scenes" of business
- 20 employees livelihood depends on your decision
- Money puts stress on everyone
- The business never sleeps.

## Can We Get Better?

- Successful training → consistency
- Consistency → Goal creation.
- Individual vs Team goals

## Fixing the Problems

- Too many night calls!
- What was causing dead calves?
- Look back at training...



## Defining Goals

- Who is involved
- Purpose
- How we all win...
- Show progress
- Celebrate the successes

